



**PLACECUBE**

How can we change the entire way  
we think about what a **council does**?

How can we harness the capacity and  
creativity of the **local place**?

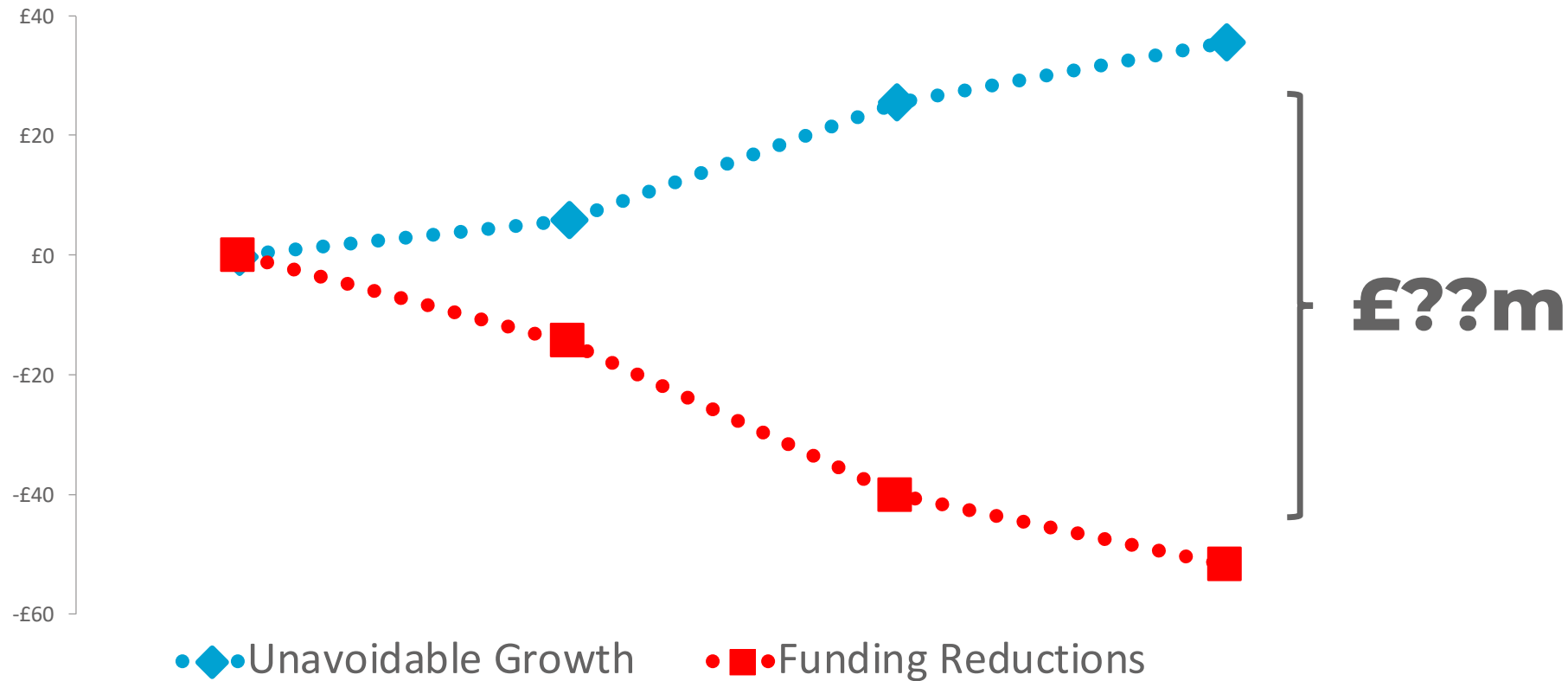
# **Beyond** agile & digital service transformation

Dr. Gavin Beckett

**No matter how good we get,  
agile digital service transformation  
cannot fully solve **our challenges**.**



Austerity is forcing us to fundamentally rethink public services, efficiency can't close the **ever-increasing gap**.



At the same time, all around us, a **networked society** has created new opportunities for us to think differently about business, community and government.



The Network Society is defined by sociologist Manuel Castells as **a society where the key social structures and activities are organised around electronically processed information networks.**

Networks can process information almost instantaneously, communicate and support action on a global basis, and cannot be controlled using traditional hierarchies which increasingly are too slow to respond.



# From this networked world, **platform businesses** have emerged to dominate the market.

The biggest companies don't "do" the thing they are in the market for – **they are the market!**

These companies are brokers and reputation management vehicles.

Amazon, arguably the most famous platform organisation, is slightly different – whilst much of what they do is enable connections to third-party service providers, they also still own and manage some delivery services themselves.

One of **Amazon's core competencies** has become designing and running the technical platform that enables it to do this – it's now one of the biggest computing service providers in the world.



largest hotelier in the world, owns no real estate



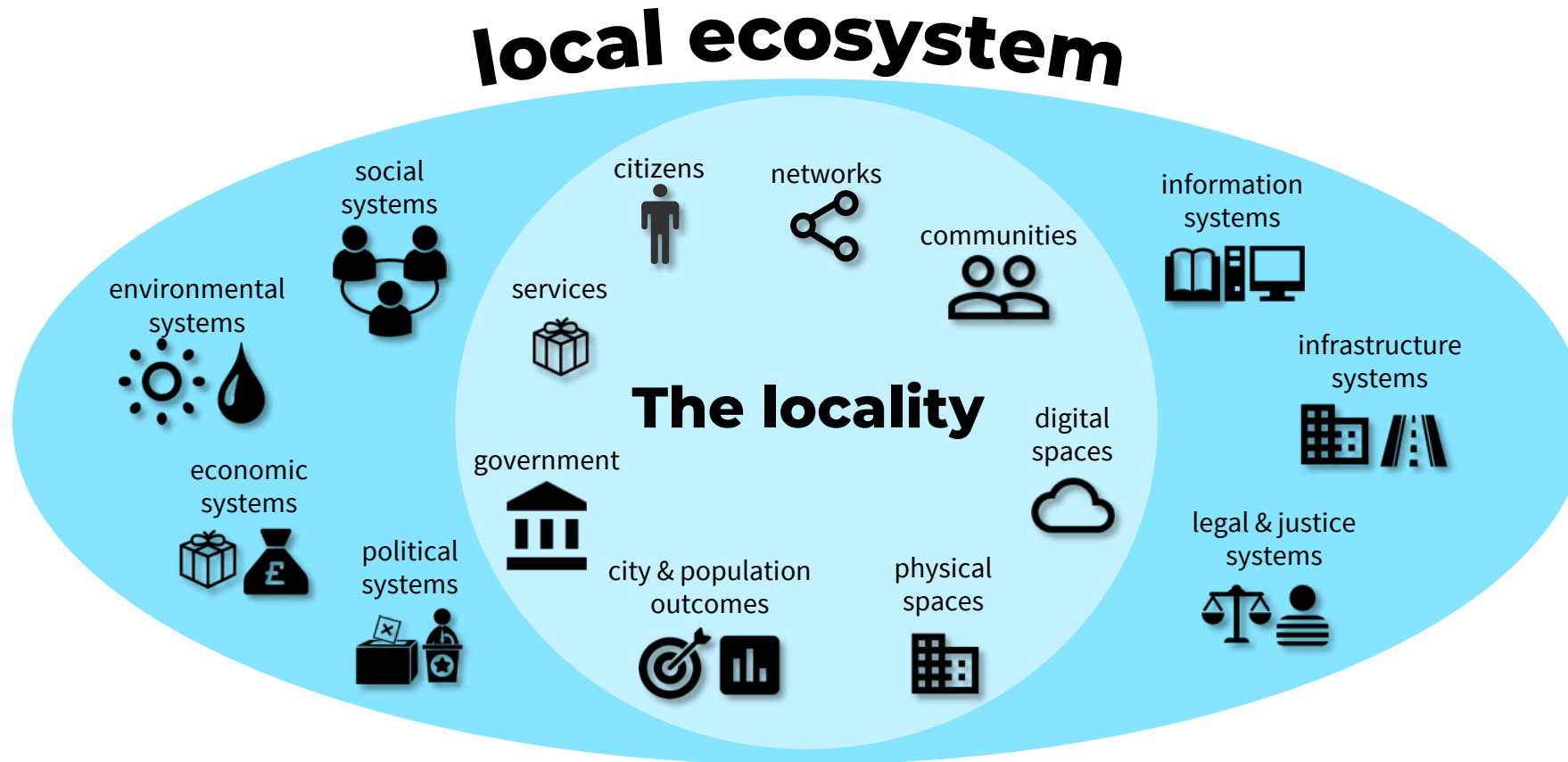
largest content provider, creates no content



largest taxi service, owns no vehicles



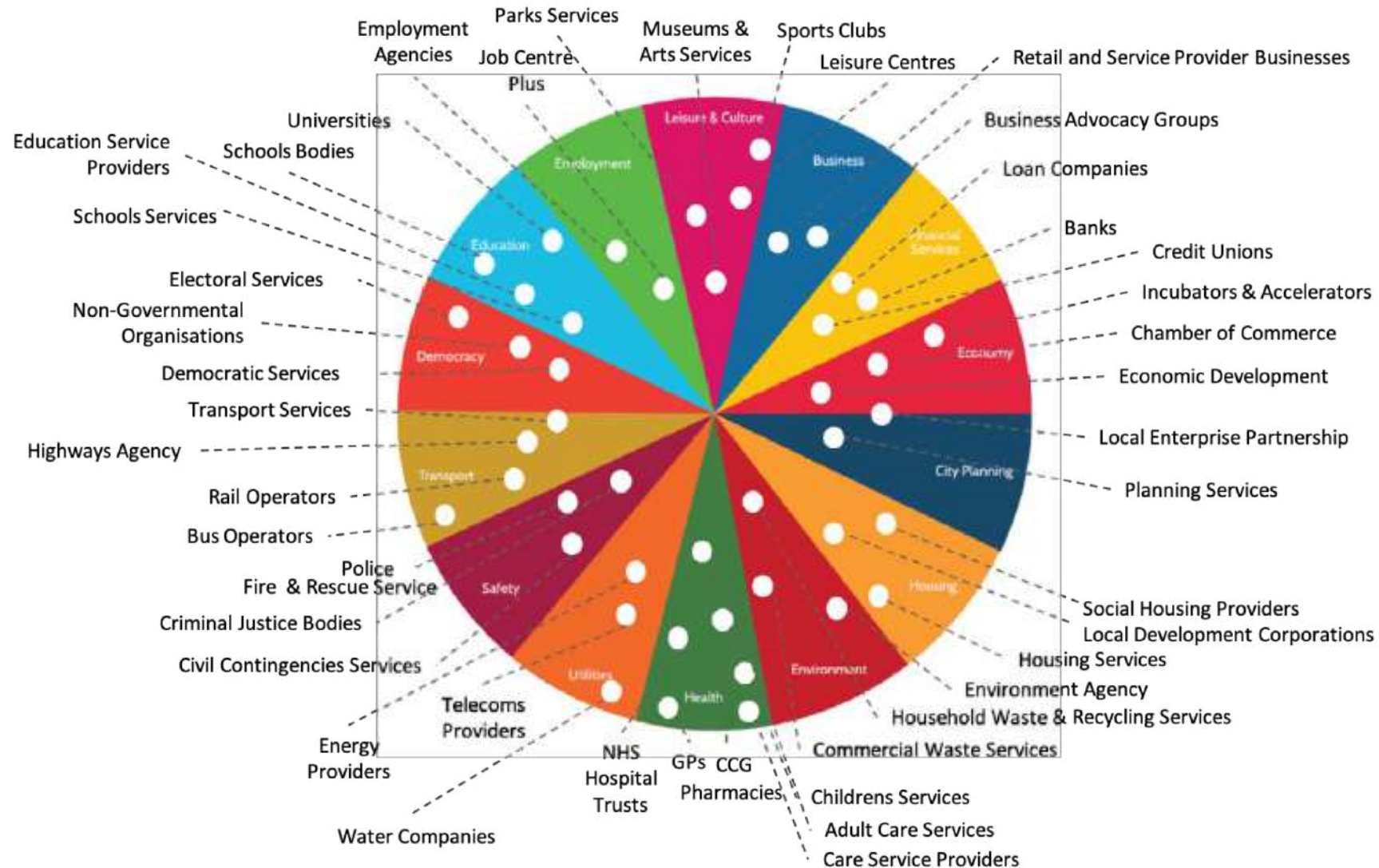
# Local government is **part of** a local ecosystem.



**A locality** can be viewed as an ecosystem of connected systems containing citizens, communities, spaces and networks. Change emerges constantly across the place within its systems and networks, with unpredictable consequences.

# Local Government provides **some** services...

Others are provided by other government bodies, businesses and the community



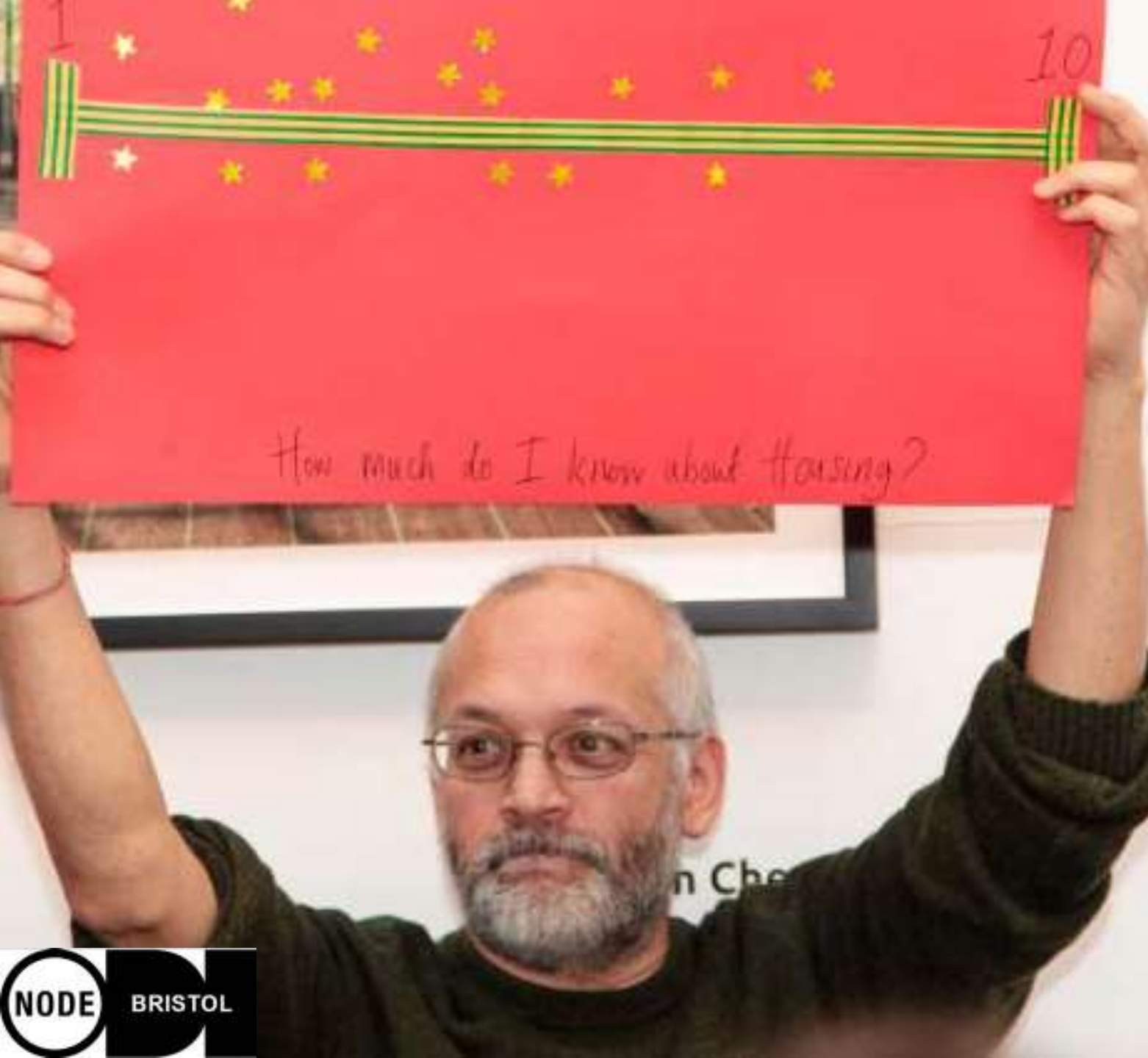
**Could local government  
become the **platform  
organisation** for local  
needs to be met from  
within the ecosystem?**





**The development of the “Bristol approach to  
Citizen Sensing” is an example of council digital  
leadership in an enabling and facilitating mould.**





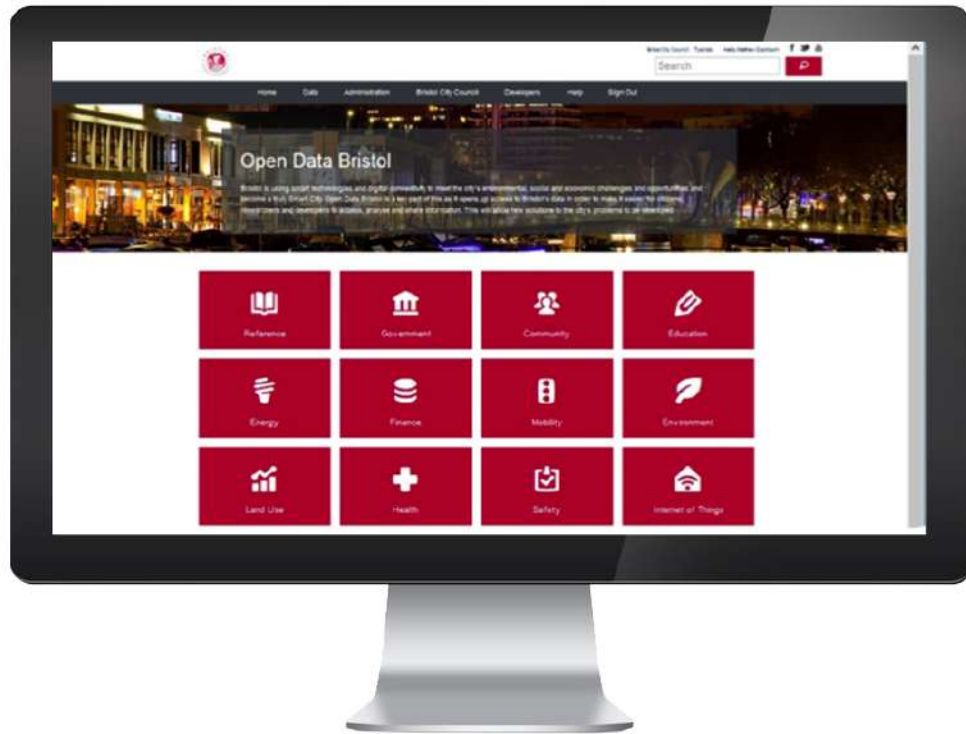
The council provided background support, but it was **community organisations** that helped people who don't usually work with data to start from the beginning. What is data? How can we collect it?



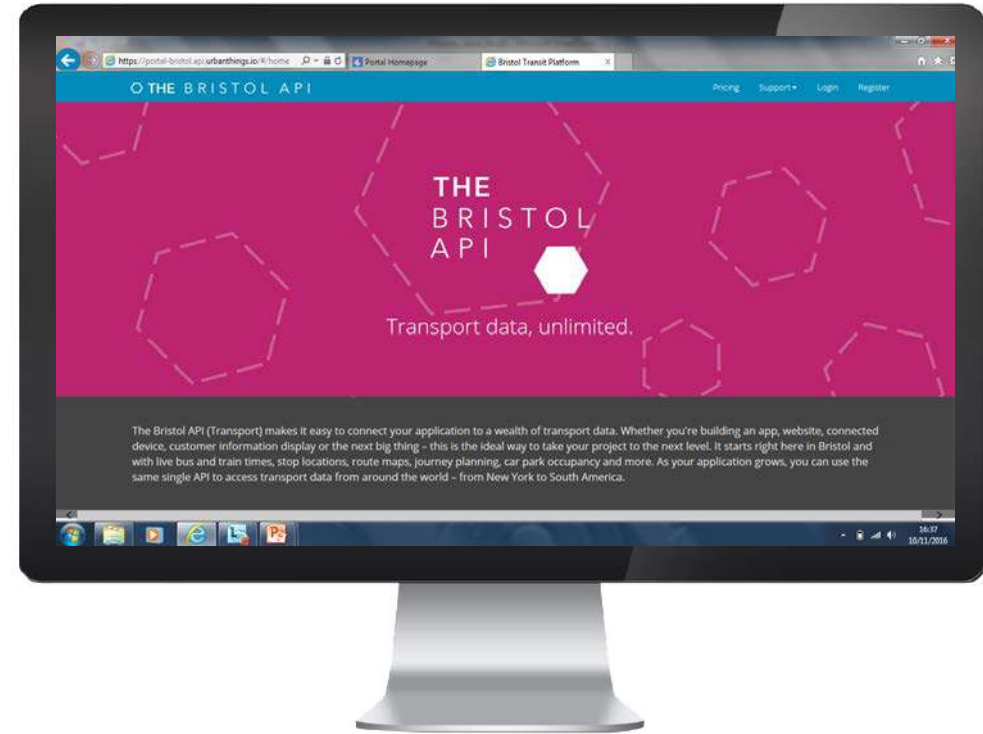
**Out of these community workshops an issue of concern emerged – designing and deploying **sensors** to collect data to help people take action on damp in their homes.**



# Publishing **Open Data** and **APIs** to encourage the development of apps is part of the platform approach



[opendata.bristol.gov.uk](https://opendata.bristol.gov.uk)



<https://portal-bristol.api.urbanthings.io>



Home Moments Notifications Messages Search Twitter

**Bristol Car Parks**  
@bristolcarparks

Experimental service based on data from @BristolOpen and the @awscloud IoT platform - see bristolcarparks.info

Bristol, England  
Joined January 2016

[Tweet to Bristol Car Parks](#)

1 Follower you know

TWEETS 664 FOLLOWERS 4

Tweets Tweets & replies

**Bristol Car Parks** @bristolcarparks · 29m  
Trenchard Street: 28 spaces and emptying

**Bristol Car Parks** @bristolcarparks · 39m  
Trenchard Street: 21 spaces and filling

**Bristol Car Parks** @bristolcarparks · 2h  
Trenchard Street: 53 spaces

**Bristol Car Parks** @bristolcarparks · 1h  
Trenchard Street: 53 spaces

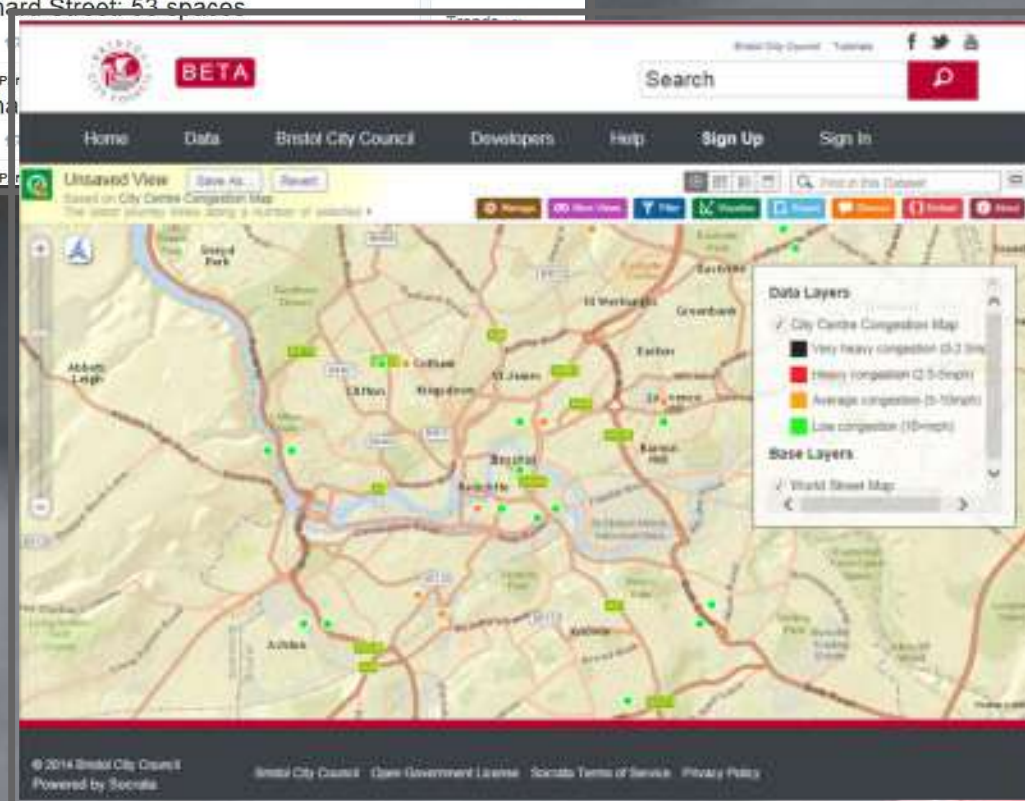
Who to follow - Referrals

**BigVentureCh**  
Follow

**Bristol Stats**  
Follow

**Louise Mous**  
Follow

Find trends



Carrier 8:34 AM

[Back](#) **tinyTOURS**

**Bristol Museum and Art Gallery**

Become a historian for the day. Plenty to see and do in the museum, which also boasts a specially designed Curiosity exhibit aimed at under 7's. Tell stories in the Crystal Cave, act out a performance on stage, play with puppets and games and more!

[How do I get there?](#)

**OPENING HOURS**

Currently: CLOSED

|     |                    |
|-----|--------------------|
| Mon | 10:00 AM - 5:00 PM |
| Tue | 10:00 AM - 5:00 PM |
| Wed | 10:00 AM - 5:00 PM |
| Thu | 10:00 AM - 5:00 PM |
| Fri | 10:00 AM - 5:00 PM |
| Sat | 10:00 AM - 5:00 PM |
| Sun | 10:00 AM - 5:00 PM |

**CONTACT**

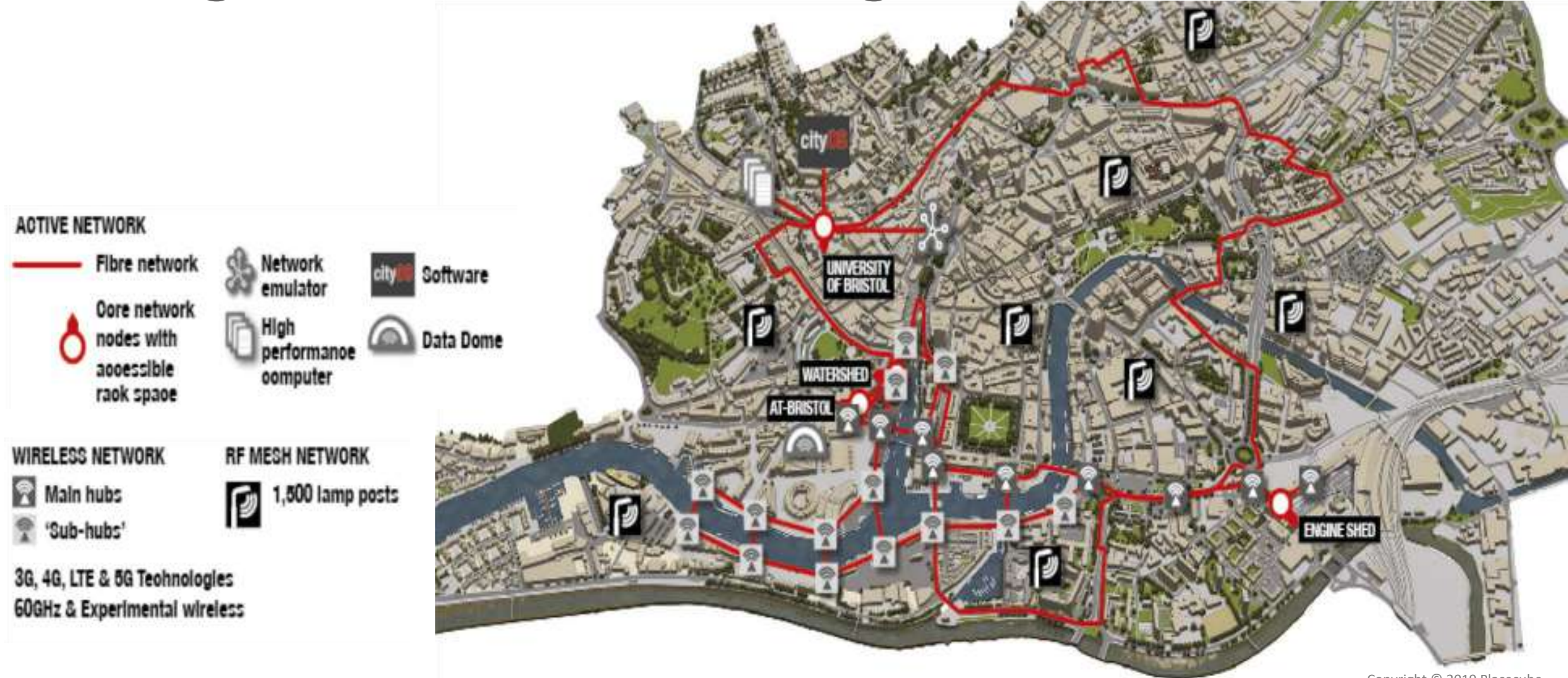
Phone: 0117 923 2571

Queens Rd,  
Bristol BS8 1RL,  
UK





And we need to ensure that urban and rural communities are connected, building in new **smart** technologies





**All of this data about the place, and services,  
can be connected to a next-generation  
Operations Centre, bringing digital sensor  
data into the heart of city management.**





**This creates another element of the platform infrastructure – enabling the council to **create revenue** by providing organisations like bus companies and the police with services based on that data.**







Moving beyond digital services to **digital place** means we need a different approach...

Connecting multiple organisations needs **open standards** and a focus on data exchange

We need an **open ecosystem** of services rather than a monolithic platform inside one organisation, e.g. **service directories**.

Services



Open Services Data  
(Standards-Based)

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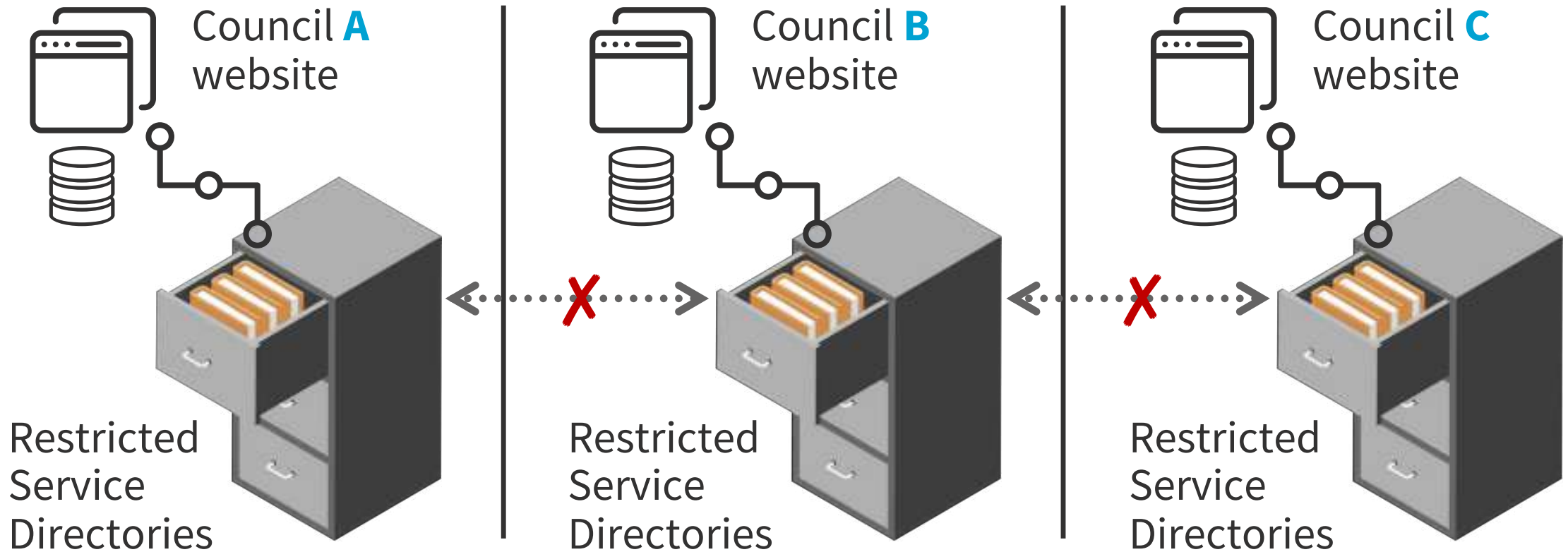


Service  
Directory

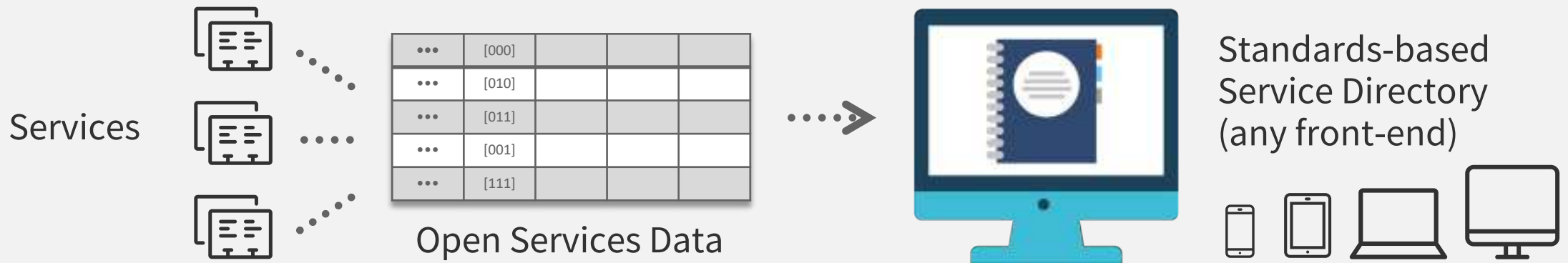




# The current market offers vertically integrated applications and data, **locked** within one council



But what if you could buy a standards-based **service directory**, designed to connect to any front-end and able to extend to **store data** about any local area, avoiding geographical anomalies?



# That's the vision Placecube has of an open Digital Place **ecosystem**



## Digital Place



**Re-usable cubes are the fastest way to grow your local digital ecosystem.**

- Designed by local government for local government
- Based on open source technologies
- New style partnerships promote co-creation & re-use
- 80+ re-usable 'cube' components reduce new build costs
- Ease of integration, simplifies back office & legacy dependency
- Instant tools to engage your communities online
- Flexible, agile innovation growing your Digital Place ecosystem



**Place Design for  
local public services**